

Application No. 09/888,554

Amendment Dated March 5, 2010

Reply to Notice of Non-Compliant Amendment mailed February 18, 2010

New Amendment Abstract Under 37 CFR 1.172:

The following new abstract replaces the current abstract under CFR 1.172.

A retail checkout counter product purchase divider adapted to receive interactive electronic components to facilitate interactive retail transaction functions including interactive audio and video displayed on an interactive menu driven touch screen (LCD or other) display, interactive video display, bar code reader, card reading capabilities, and offering a method for dispensing and redeeming electronic manufacturers coupons, receiving or imputing information or data for checkout counter sales, donating to charities and tracking each checkout dividers transactions, receiving streaming advertising and discount information and displaying it on the video display with a versions incorporating a bar code scanning devices to scan products, coupons or customer store cards, versions that interact with wireless weight product scales, crate customer checkout placement system, checkout interaction functions with the checkout counter register, interact with a divider management computer that facilitates divider data processing by way of the internet or wireless phone network to a virtual central management site, versions containing card reading device for swiping customer store cards and providing retail transactions such as product purchase, discounts or generating virtual coupons, each divider will act as an individual unit exchanging data with an in store checkout counter divider management computer by a two way wireless method that interacts with outside communications and the central checkout divider and virtual management system and the store register data base including file information, a dividers individual ID number incorporated in the software programming will allow the divider to act as a single remotely programmable unit interacting with the store register system computer and checkout counter divider in store management computer to track transactions and be able to complete donation that is tax deductible or retail monetary purchase costs on their total sales and to complete a transaction and customer receipt. A unique all in one ultra compact improvement to the product and customer purchase divider.